

109TH CONGRESS
2D SESSION

S. RES. 545

Recognizing the life and achievements of Will Keith Kellogg.

IN THE SENATE OF THE UNITED STATES

JULY 31, 2006

Ms. STABENOW (for herself, Mr. ISAKSON, Mr. CHAMBLISS, and Mr. LEVIN)
submitted the following resolution; which was referred to the Committee
on the Judiciary

RESOLUTION

Recognizing the life and achievements of Will Keith Kellogg.

Whereas Will Keith Kellogg was born on April 7, 1860, and
died at the age of 91 on October 6, 1951;

Whereas W.K. Kellogg believed that—

(1) a proper diet plays an important role in main-
taining a healthy lifestyle; and

(2) breakfast is the most important meal of the day;

Whereas W.K. Kellogg developed the now world-famous
Kellogg's Corn Flakes cereal in his Battle Creek, Michi-
gan, production facility on April 1, 1906;

Whereas, for 100 years, the Kellogg Company has provided
citizens of the United States and countries around the
world with nutritious food products;

Whereas, throughout its development, the Kellogg Company has set milestones in consumer awareness of proper nutrition by—

(1) becoming the first company to include a nutrition facts label on its ever-changing and innovative packaging; and

(2) adhering to the strict values of quality and health consciousness that W.K. Kellogg had always valued;

Whereas, while the citizens of the United States struggled during the time of economic depression and stagnation during the 1930s, W.K. Kellogg famously announced “I’ll invest my money in people.”;

Whereas W.K. Kellogg started the W.K. Kellogg Foundation to operate separately from the Kellogg Company, and led the foundation by adhering to the guiding principle of “helping people to help themselves”;

Whereas today, the W.K. Kellogg Foundation is 1 of the largest philanthropic institutions in the world, funding projects throughout the world in—

- (1) health;
- (2) education;
- (3) agriculture;
- (4) leadership; and
- (5) youth development;

Whereas the assets of the W.K. Kellogg Foundation were nearly \$6,000,000,000 when the foundation approached its 75th Anniversary in 2005;

Whereas, during those 75 years of service, the foundation donated more than \$3,000,000,000 to help people help themselves;

Whereas, during the Second World War, the production facilities of the Kellogg Company were used to assist the Armed Forces in many engineering efforts;

Whereas, during that time, the products of the Kellogg Company became a common item in packages sent by families to soldiers serving overseas;

Whereas W.K. Kellogg was later awarded the Army-Navy “E” Flag for Excellence for his valuable contributions to the United States during the Second World War;

Whereas, throughout its history, the Kellogg Company introduced many of their most famous and successful cereals and characters, including—

- (1) Tony the Tiger; and
- (2) Snap, Crackle, and Pop;

Whereas, in 1969, astronauts on board the Apollo 11 breakfasted on cereal produced by the Kellogg Company during their successful mission to the moon, thereby making it the first breakfast cereal ever to reach outer space;

Whereas the Kellogg Company opened a new headquarters facility in Battle Creek;

Whereas, throughout the 1980s and 1990s, the Kellogg Company continued its commitment to social responsibility by supporting numerous organizations, including—

- (1) the United Negro College Fund;
- (2) the Statue of Liberty-Ellis Island renewal project; and
- (3) organizations that sought to end the policy of apartheid that was enforced by the Government of South Africa;

Whereas today, the Kellogg Company produces more than 40 different cereals on 6 continents, and markets the products of the company in more than 180 countries;

Whereas the Kellogg Company employs 25,000 people throughout the world; and

Whereas the Kellogg Company currently has production facilities in 13 states, including—

- (1) California;
- (2) Georgia;
- (3) Illinois;
- (4) Kansas;
- (5) Kentucky;
- (6) Michigan;
- (7) Nebraska;
- (8) New Jersey;
- (9) North Carolina;
- (10) Ohio;
- (11) Pennsylvania;
- (12) Tennessee; and
- (13) Washington: Now, therefore, be it

1 *Resolved*, That the Senate recognizes—

2 (1) the great contributions of Will Keith Kellogg to—

3 (A) the citizens of the United States; and

4 (B) the people of the world;

5 (2) the 100th anniversary of the creation of the

6 first flaked breakfast cereal, which occurred on April

7 1, 2006; and

8

- 1 (3) the achievements of W.K. Kellogg and the
- 2 benefits enjoyed by all those touched by his life.

